



Building Relationships with Tackle Shops

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The Importance of Tackle Shops

- Studies show that tackle shops are considered reliable sources of information among fishermen
- Fishermen are more likely to seek information from tackle shops, fishing clubs, marinas, etc.
- Leveraging a tackle shop's ability to share information with stakeholders is important to increased education, awareness, & engagement



Past Council Efforts with Tackle Shops

Mailings

- Regulations
- Newsletters

Tackle shop and marina visits when conducting public hearings, trainings, etc.

The Virtual Landscape

- No longer send mailings
- In recent years, fewer events are held in-person so less opportunity for visits

Moving Forward

Council staff will increase engagement with tackle shops by:

- Maintaining a database of contacts
- Calling tackle shops to check-in regularly
- Making in-person visits a minimum of 1-2 times/year to deliver Cit Sci & Best Practices materials
- Sending flyers announcing events, projects, and campaigns:
 - Citizen Science
 - Best Fishing Practices
 - Public Hearings
 - Upcoming Regulatory Changes



Tackle Shop Database


- Compiling a comprehensive database of tackle shops, marinas, fish houses, associations, & fishing clubs
- Queried state organizations for contacts
- Annually update with state partners
- Maintain database for outreach initiatives



Photo: Haddrell's Point Tackle

Recent Meetings with Partners

Met with staff at SCDNR, SC Sea Grant, GA DNR, GA Sea Grant, NCDMF, FL FWC, & FL Sea Grant to discuss best practices for tackle shop outreach



Various approaches to communicating with tackle shops across the region

General Takeaways

Frequency

- Visit as often as possible, follow-up and resupply with print materials as needed

Top outreach materials:

- Print: Wallet cards, stickers, rack cards/brochures, posters/signage, flyers (time sensitive matters)
- Swag: Boat deck ruler stickers, buffs, floating keychains, hats, lunchboxes

General Takeaways

Best Practices:

- Attempt to contact before visiting (gauge interest and project relevance)
- Take the time to cultivate a relationship
- Start with fishing, not business
- Reserve swag items for outreach events, don't want to compete with shop sales
- Give them options with more than one item



Notes from Recent Public Hearings in FL

- Every Tackle Shop is different
 - Layouts
 - Print material racks
 - Availability of notice boards
 - Target audience
- Tackle Shop staff expressed interest in posting up flyers announcing:
 - Relevant projects
 - Updates
 - Opportunities to participate in the management process



Discussion



Do you rely on tackle shops for disseminating information? If so, what type of information? Do you rely on tackle shops for information yourself? If so, what information?



Are there other best practices or considerations we should keep in mind for tackle shop visits & regular communication?



What messaging should be used when communicating with tackle shops?



Have you found success in using ambassadors when relaying information to tackle shops? If so, what are some best practices?